

Hidden Champions +



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Reviews

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(Ebba Hill)

HIDDEN CHAMPIONS +



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AV Akademikerverlag Feb 2014, 2014. Taschenbuch. Book Condition: Neu. 220x150x9 mm. Neuware - Design ist Differenzierung. Die Konsumgüterunternehmen haben dies schon lange erkannt. Aber in der Welt der Investitionsgüter besteht noch großer Nachholbedarf. Deutsche Hidden Champions sind für ihr German Engineering weltweit bekannt, jedoch werden die Produkte immer vergleichbarer und der Konkurrenzdruck wächst. Oft unterschätzen B2B-Unternehmen das Erfolgspotential des Faktors Design bei der Entwicklung ihrer Produkte. Unternehmer sehen häufig darin nur einen Kostenfaktor. Design bietet bei richtiger Anwendung im Unternehmensprozess eine Erhöhung der Wettbewerbsfähigkeit und eine langfristige Sicherung der Wettbewerbsposition. Der Hidden Champion kann sich in der Erweiterung um den Erfolgsfaktor Design zum Hidden Champion + entwickeln. Dieses Buch gibt einen Überblick über die Bedeutung von Design im Investitionsgütermarkt. Vorurteile sollen ausgeräumt werden, damit Manager mutiger im Umgang mit Design werden. 144 pp. Deutsch.

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